

NBDCS 21

A NEW DAWN

The Council's work in recent years has increasingly been duplicated by public and private agencies and while we will continue to encourage reading and promote books, we have recognised the imperative for a new vision beyond our original core objectives.

The Council has identified the niche areas of the literary arts, where little promotion and support is currently available, and of publishing, as the new focus of their attention. This focus reflects the new vision for the next five years.

A NEW VISION

To Establish and Develop Singapore as the Asian Centre for Publishing and the Literary Arts.

A NEW ADVISORY BOARD

An Advisory Board under the chairmanship of Professor Tommy Koh, Ambassador-at-Large, was established in 2001 to help steer the Council towards the new vision.

A NEW MISSION

The Council's mission for the next five years is to lead the community of professionals - writers, publishers, editors, illustrators, librarians and booksellers - towards our new vision with programmes to bring them together to network, share, cooperate, train and undertake research.

A NEW STRATEGY

The Council has identified 10 initiatives to be phased in over the next five years. Each programme will be headed by a manager who will play a leadership role and induct others to assist them.

1. ADMINISTRATIVE SUPPORT

To establish and train a core group of management staff who will provide administrative support to the Council.

2. FUND RAISING

To support the Council's activities through a systematic programme of soliciting funds from individuals and corporations.

3. TRAINING

To develop the NBDCS as a centre of excellence providing training in the areas of literary studies, the promotion of reading and literature, creative writing, editing, copyright, publishing and the book trade.

4. PROFESSIONAL SERVICES

To provide professional assistance to writers to facilitate publication and promote their works.

5. PUBLICATIONS

To revamp the Council's publications – the *Singapore Book World* and the *WORD NEWS*, and use them as vehicles to help promote the Council's activities and to report on issues relating to publishing, copyright and the book trade.

6. LITERARY AWARDS

To revive both the National Book Awards and the Singapore Literature Prize as the leading book awards in Singapore.

7. PROGRAMMES

To set a benchmark in quality training for the industry, the Council will organise programmes such as the Asian Children's Festival and the Publishing and Library Industry Seminar.

8. SOCIAL EVENTS

To organise annually social functions where the literary and book community come together to network, share experiences and bond with fellow members.

9. LITERARY TOURS

To organise a ten-day literary tour to Britain for Literature teachers. The tour will be led by a well-known local author to help put the British literary tradition into a local context.

10. NBDCS HQ

The setting up of a HQ for Singapore's book community will be a long-term objective of the NBDCS. Besides giving the Council identity, focus and status, the centre will serve as NBDCS' HQ and as a venue for its programmes.

A NEW IMAGINATION

ImaginAsia, an umbrella for our new writing programmes, is a major effort to raise the profile of Asian authors and that of Singapore writers in particular.

The Congress of Asian Writers in English will bring together Asian writers world-wide to discuss their experiences and the challenges and opportunities of writing in English.

A book club will be set up to discuss English books written by Asian writers.

Regular writers network nights will be organised for aspiring and published writers along the lines of the café culture prevailing in other big cities.

A NEW WEBSITE

www.bookcouncil.sg heralds a new co-operation between the Council, the book industry and the literary community. This new platform will become an invaluable resource for everyone in the long chain from creator to reader.

NEW SOURCES OF FUNDING

The Shaw Foundation, the Lee Foundation, Singapore Pools and the National Arts Council, among others, have generously supported the Council to the tune of \$1,000,000 over the next six years to administer its programmes.

The ultimate goal of the Council is to be self-funding by Year 2007.

Sources of funds will include fees from training, courses and seminars, corporate sponsorship for book awards, corporate grants and membership fees.

A NEW IDENTITY

To signal our new dawn, we have designed a new logo. The “Y” lines of the new logo symbolise an open book both in print and in electronic format. The rainbow colours represent the colours and imagination of the reading, writing and publishing experience as well as the new directions and the renewed dynamism of the Council.

R Ramachandran
Chairman, 2002